

Reply to Office Action of August 29, 2006

**Amendments to the Specification**

Please replace the paragraph beginning at page 3, line 12, which was previously amended (January 9, 2006) with the following amended paragraph:

In order to achieve these objectives as well as others that will become apparent with reference to the following specification, the present invention provides techniques for estimating the impact of one or more promotions on product performance for a product are disclosed. In a preferred embodiment, a method is presented which involves determining market events which may impact product performance. Statistical descriptions are generated for the product performance and promotion data. The product performance data is examined to detect any data abnormalities and, if abnormalities are detected, ~~removing~~ addressing each detected abnormality. A relationship between each promotion and the product is then determined, and a promotion lag structure between the promotions and product performance is systematically detected. Functional forms are selected to account for the impact, if any, of the determined market events which may impact product performance, and are evaluated to account, if necessary, for the determined market event. The relationship between the promotions and product performance is quantified by taking into account the selected functional forms.